

FATHER FIGURES

Media Promotion Guidelines

- Pursue media promotions in the areas of Television, Outdoor, Magazines, Newspaper, Radio, Online and Wireless.
- Media promotions should focus on outlets and partners that have widest reach in the primary and secondary target audiences for the film.
- Ensure each promotion offers significant and maximum media value and support.
- Ensure that the mechanics for all promotions fall within the overall marketing strategy for the film.
- Ensure that an in-theatre call-to-action featuring the film's local release date is included.
- Use only Home Office Publicity approved film-related prizes such as premium items, prize package trips, soundtracks, signed international one-sheets, etc. If alternate prizes and premium items are proposed, please submit to Home Office for approval.
- If there is a competition component of the promotion that involves trivia style questions, please use the movie questions provided in this document. Competition questions should not reveal any key plot points.
- Use only approved artwork and stills. If any additional artwork is needed or if a partner desires to create their own look, please ensure that only approved artwork and film production stills are used.
- Please cross check all submissions against the approved set of photography and various kill memos to ensure no previously killed photography is used.
- Ensure that all copy included in a media promotion communication (ad, TV spot, radio spot, webpage, etc.) is directly adapted from the approved production notes. Please do not allow non-approved production note language to be used.
- Do not attribute story points to the film that are not in the movie. Do not make assumptions about characters or actors outside of what is specific and directly taken from the film and/or approved production notes.
- Ensure that all copy included on the actual official media promotion communication is specific to the film and is not editorial in nature.
- Ensure that the local language website address (URL) is included. If no local url, then please use the international website: www.fatherfiguresmovie.net
- If you are locally approving a media promotion written in a language other than English and you are not fluent in that language, please always require your territory to submit a full translation of all text included everywhere in the communication for use in your vetting of the media promotion.

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- Media promotion ad and screening ticket templates for
- *Father Figures* are available in MARS.

Legal Requirements for Media Guidelines

Please refer to the Ad/Pub legal guidelines for *Geostorm* which are now available on Adstream via the following link: [FATHER FIGURES - AdPub Guidelines \(090817\)](#)

Please contact Ad/Pub Legal if you need assistance in accessing this document.

Approved Movie Questions

1. In *Father Figures*, this acclaimed comedic actor stars as Kyle Reynolds, who – along with his fraternal twin brother, Peter – learns that the father he grew up believing was dead is actually alive. In addition to his memorable performances in comedies like the *Zoolander* and *Night at the Museum* films, this actor was nominated for an Oscar for co-writing the screenplay for *The Royal Tenenbaums*, in which he also starred. Name this actor.

Owen Wilson

2. In *Father Figures*, this celebrated actor and comedian stars as Peter Reynolds, who embarks upon on a road trip with his brother Kyle to search for their long-lost father. Best known as the hapless Stu in *The Hangover* trilogy, this actor also starred in the long-running American TV series *The Office* and in such films as *Love the Coopers* and the Warner Bros. Pictures comedy *Vacation*. Name this actor.

Ed Helms

3. In *Father Figures*, this six-time Oscar nominee takes on the role of the Reynolds twins' eccentric mother, Helen. In addition to earning accolades for her work in such films as *Fatal Attraction*, *Dangerous Liaisons* and *Albert Nobbs*, she is a three-time Emmy Award winner for her work on television in the drama series *Damages* and the telefilm *Serving in Silence: The Margaret Cammermeyer Story*.

Glenn Close

4. In *Father Figures*, this famed American athlete plays himself, appearing as a former lover of the Reynolds twins' mother, and one of the potential fathers they set out to meet. As quarterback for the Pittsburgh Steelers, he led the team to four Super Bowl titles and was inducted into the Football Hall of Fame in 1989. Name this athlete-turned-actor.

Terry Bradshaw

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5. In *Father Figures*, this recent Oscar-winning actor plays Roland Hunt, yet another potential father to the Reynolds twins. In addition to his award-winning performance as Terence Fletcher in *Whiplash*, this actor's other recent film credits include Warner Bros. Pictures' *The Accountant*, as well as the *Spider-Man* trilogy and *Kung Fu Panda 3*. Name this actor.

J.K. Simmons

6. In *Father Figures*, this veteran character actor, who has garnered acclaim for his work in such films as *Pulp Fiction* and the *Mission: Impossible* films, stars as Rod, who could also potentially have fathered the twins. Name this actor.

Ving Rhames

7. In *Father Figures*, this multi-talented actor/comedian plays a hapless hitchhiker who finds himself on a crazy road trip with the Reynolds twins. In addition to his hit comedy shows and TV specials, this actor has also starred in such popular comedies as *Scary Movie 5*, *First Sunday* and *Norbit*. Name this actor.

Katt Williams

8. *Father Figures* marks the directorial debut of this cinematographer, who has garnered acclaim for his vibrant work on such films as *The Hangover* trilogy and *Garden State*. Name this director.

Lawrence Sher

9. *True or False:* *Father Figures* was primarily filmed in Atlanta, GA, as well as Miami, FL.

True

10. *True or False:* In spite of each having long and celebrated careers in film and comedy, *Father Figures* marks the first collaboration between Owen Wilson and Ed Helms.

*False. The two previously starred in the 2009 comedy *Night at the Museum: Battle of the Smithsonian*.*

Approved Prizes & Premium Items

- Use only Home Office Publicity approved film-related prizes such as premium items, prize package trips, soundtracks and signed international one-sheets.
- If other alternate prizes and premium items are proposed, please submit to regional supervisors who should in turn contact Home Office Publicity (Kevin Frank) for approval on an individual case by case basis.

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Media Promotion Approval Process

All *Father Figures* media promotions will be vetted and approved on a local level by regional supervisors.

Each individual territory should submit media promotions (concept / outline / brief first, actual creative layouts / mock-ups second) to regional supervisors for approval.

Regional supervisors, at their discretion, may send specific executions of concern to home office for approval.

If regional is sending a particular execution to home office it should be sent on one email to the following people:

	TO:	CC:
PUBLICITY:	<i>Erica Rand</i>	<i>Karen Olin</i>
CREATIVE:	<i>Elisa Iovine</i>	<i>Samantha Bird</i>
AD/PUB LEGAL:	<i>Cammie West</i>	<i>John Althouse</i>

If the execution involves an online or wireless component:

NEW MEDIA & WIRELESS: *Tess Bonilla* *Danielle Bekas*
Carrie Williams

And if the execution involves music usage, a music component and/or promotion:

MUSIC CLEARANCES: **WBPMUSICCLEARANCE@warnerbros.com**